

WHAT IS CLAIMED IS:

1. A system for facilitating communication between two or more sites, the system comprising:

a information utility operable to enable communication between a first site and a second site; and

a user registration system coupled to the information utility, the user registration system operable to enable the first and second sites to identify users without sharing user information.

2. The system of claim 1, wherein the user registration system is operable to enable the first and second sites to identify users by dropping a cookie at the user browser, the cookie maintaining the user information.

3. A information utility for facilitating communication between two or more sites, the information utility, comprising:

a database operable to store user information; and

a user registration system operable to enable users to register with an information utility.

4. The information utility of claim 3, wherein the user registrations system is operable to drop a cookie on the user's browser, the cookie maintaining user information.

5. The information utility of claim 3, wherein the user information indicates a state of one or more transactions issued by the user.

6. The information utility of claim 3, wherein the user information comprises information indicative of the user's identification.

7. The information utility of claim 3, wherein the information utility is operable to route registered users to a merchant site.

8. The information utility of claim 3, wherein the information utility is operable to route registered users to a transaction management server and issue a transaction at a content site.

9. In a electronic message transmission system, a method for managing user identifications between entities, the method comprising:

authenticating a user at an information utility;

upon registering the absence of a browser cookie, dropping an cookie in the user browser, wherein the browser cookie is operable to identify the user as a registered user upon subsequent access to the information utility; and

providing a platform for the user to register with the information utility.

10. The method of claim 9, further comprising:

upon detecting that a browser cookie does not exist and upon detecting the presence of a merchant cookie, dropping a cookie in the browser using the user identifier in the merchant cookie.

11. The method of claim 9, further comprising:

upon detecting two browser cookies for a single user, replacing the existing cookies with a single cookie.